

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-8 (Cancelled)

9. (Previously presented) A method, comprising:
sending a first price of an item for sale from a processor to one or more clients over a network;
receiving one or more orders for the item at the first price from one or more of the clients;
delivering the item to the clients that ordered the item at the first price;
pricing the item at a second price with the processor based at least on the orders at the first price;
sending the second price over the network to at least one of the clients; and
wherein said pricing includes:
determining profit at the first price is at least equal to a best profit for previous price levels with the processor; and
increasing the first price to the second price, wherein the second price is greater than the first price.

10. (Original) The method of claim 9, wherein said increasing includes setting the second price as a random percentage above the first price.

11. (Previously presented) A method, comprising:
sending a first price of an item for sale from a processor to one or more clients over a network;

receiving one or more orders for the item at the first price from one or more of the clients;

delivering the item to the clients that ordered the item at the first price;

pricing the item at a second price with the processor based at least on the orders at the first price;

sending the second price over the network to at least one of the clients; and

wherein said pricing includes:

determining profit at the first price is less than a best profit for previous price levels with the processor; and

reducing the first price to the second price, wherein the second price is less than the first price.

12. (Original) The method of claim 11, wherein the second price is halfway between the first price and a best price at which the best profit for the previous price levels was obtained.

13. (Previously presented) A method, comprising:

sending a first price of an item for sale from a processor to one or more clients over a network;

receiving one or more orders for the item at the first price from one or more of the clients;

delivering the item to the clients that ordered the item at the first price;

pricing the item at a second price with the processor based at least on the orders at the first price;

sending the second price over the network to at least one of the clients; and

wherein said pricing includes:

determining profit at the first price is less than a best profit for previous price levels with the processor;

determining a difference between a best price at which the best profit for the previous price levels was obtained and the first price is less than a minimum limit; and

setting the second price to a randomly adjusted price within a range about the best price.

14. (Original) The method of claim 13, wherein the minimum limit is one-percent of the best price.

Claims 15-18 (Cancelled)

19. (Previously presented) A method, comprising:
sending a first price of an item for sale from a processor to one or more clients over a network;

receiving one or more orders for the item at the first price from one or more of the clients;

delivering the item to the clients that ordered the item at the first price;

pricing the item at a second price with the processor based at least on the orders at the first price;

sending the second price over the network to at least one of the clients;

receiving one or more second orders for the item at the second price;

wherein said pricing includes determining the second price based on time between the one or more orders at the first price and the one or more second orders at the second price;

wherein said pricing includes determining an average time between orders; and

wherein said pricing includes:

determining the time between the one or more orders at the first price and the one or more second orders at the second price is less than the average time between orders; and

increasing the first price to the second price, wherein the second price is greater than the first price.

20. (Previously presented) A method, comprising:

- sending a first price of an item for sale from a processor to one or more clients over a network;
- receiving one or more orders for the item at the first price from one or more of the clients;
- delivering the item to the clients that ordered the item at the first price;
- pricing the item at a second price with the processor based at least on the orders at the first price;
- sending the second price over the network to at least one of the clients;
- receiving one or more second orders for the item at the second price;
- wherein said pricing includes determining the second price based on time between the one or more orders at the first price and the one or more second orders at the second price;
- wherein said pricing includes determining an average time between orders; and
- wherein said pricing includes:
 - determining the time between the one or more orders at the first price and the one or more second orders at the second price is greater than the average time between orders; and
 - decreasing the first price to the second price, wherein the second price is less than the first price.

21. (Previously presented) The method of claim 9, wherein the first price is an initial price.

22. (Original) The method of claim 21, further comprising receiving the initial price from a supplier of the item over the network.

23. (Original) The method of claim 21, further comprising setting the initial price with the processor based on historical data for the item.

24. (Previously presented) The method of claim 11, further comprising: receiving a minimum price for the item from a supplier of the item; and wherein said pricing includes setting the second price of the item to the minimum price for the item.

25. (Previously presented) The method of claim 9, further comprising: wherein the clients that ordered the item at the first price include a first client; and debiting at least the first price from an account of the first client with the processor.

26. (Original) The method of claim 25, further comprising: registering the first client; receiving one or more deposits from the first client; and crediting the deposits to the account of the first client with the processor before said debiting.

27. (Original) The method of claim 26, wherein said receiving the deposits includes receiving payment from the first client over the network.

28. (Original) The method of claim 27, wherein said receiving the deposits includes receiving payment through a third party.

29. (Previously presented) The method of claim 9, wherein said delivering the item includes transmitting the item from the processor to the clients that ordered the item at the first price over the network.

30. (Previously presented) The method of claim 9, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the clients that ordered the item at the first price.

31. (Previously presented) The method of claim 9, further comprising:
wherein the clients that ordered the item at the first price include a first client;
wherein the network includes an institutional network operated by an institution and the first client is operatively coupled to the processor through the institutional network;
identifying the first client as a member of the institution with the processor;
and
compensating the institution for the order of the item at the first price from the first client.

32. (Original) The method of claim 31, wherein the institution includes an educational institution.

33. (Original) The method of claim 32, wherein said compensating includes funding a scholarship at the educational institution.

34. (Original) The method of claim 33, further comprising registering the institution with the processor.

35. (Original) The method of claim 31, further comprising:
receiving an identifier from the first client; and

wherein said identifying includes matching the identifier from the first client with the institution.

36. (Original) The method of claim 35, wherein the identifier includes an email address.

37. (Original) The method of claim 35, wherein the identifier includes a network address.

38. (Previously presented) The method of claim 9, wherein the network includes the Internet.

39. (Previously presented) The method of claim 9, wherein at least one of the clients include a personal computer.

40. (Previously presented) The method of claim 9, wherein said sending the first price includes encoding the first price into a web page.

41. (Previously presented) A method, comprising:
sending a first price of an item for sale from a processor to one or more clients over a network;
receiving one or more orders for the item at the first price from one or more of the clients;
delivering the item to the clients that ordered the item at the first price;
pricing the item at a second price with the processor based at least on the orders at the first price;
sending the second price over the network to at least one of the clients;
wherein the clients that ordered the item at the first price include a first client;

registering the first client to create an account for the first client with the processor;

receiving a deposit from the first client over the network;

crediting the account of the first client for the deposit with the processor;

debiting at least the first price of the item from the account of the first client with the processor;

wherein said pricing includes determining the second price based at least on profit from the orders at the first price;

wherein said delivering the item includes transmitting the item from the processor to the first client over the network;

wherein the network includes an institutional network operated by an institution and the first client is operatively coupled to the processor through the institutional network;

registering the institution with the processor;

receiving an identifier from the first client, wherein the identifier includes an email address;

identifying the first client as a member of the institution with the processor, wherein said identifying includes matching the identifier from the first client with the institution;

compensating the institution for the order of the item at the first price from the first client; and

wherein the network further includes the Internet.

42. (Previously presented) The method of claim 9, wherein said delivering includes physically transporting the item to the client.

Claims 43-59 (Cancelled)

60. (Currently amended) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price; ~~and~~
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels; and
the network, wherein the network includes the Internet.

61. (Original) The apparatus of claim 60, wherein said processor is operable to increase the pricing of the item when profit at a current price for the item is at least greater than a previous best profit for the item.

62. (Original) The apparatus of claim 61, wherein said processor is operable to increase the pricing of the item when the profit at the current price is at least equal to the previous best profit for the item.

63. (Original) The apparatus of claim 62, wherein said processor is operable to increase the pricing of the item by a random percentage above the current price.

64. (Original) The apparatus of claim 63, wherein the random percentage is within a specified range.

65. (Original) The apparatus of claim 60, wherein said processor is operable to increase the pricing of the item by a random percentage above the current price.

66. (Original) The apparatus of claim 65, wherein the random percentage is within a specified range.

67. (Original) The apparatus of claim 60, wherein said processor is operable to decrease the pricing of the item when profit at a current price for the item is less than a previous best profit at a previous best price for the item.

68. (Original) The apparatus of claim 67, wherein said processor is operable to decrease pricing of the item to halfway between the current price and the best price.

69. (Original) The apparatus of claim 60, wherein said processor is operable to randomly adjust the pricing of the item around a best price at which a best profit for the item was previously obtained when there is a small price difference between the current price and the best price.

70. (Original) The apparatus of claim 69, wherein said processor is operable to randomly adjust the pricing within a specified range around the best price.

71. (Original) The apparatus of claim 69, wherein the small price difference is one-percent of the best price.

72. (Previously presented) The apparatus of claim 60, wherein said processor is operable to adjust the pricing on a periodic basis.

73. (Original) The apparatus of claim 72, wherein said processor is operable to adjust the pricing at fixed intervals.

74. (Original) The apparatus of claim 72, wherein said processor is operable to adjust the pricing at variable intervals.

Claim 75-78 (Cancelled)

79. (Previously presented) The apparatus of claim 60, further comprising:
a supplier device operatively coupled to said processor, wherein at least a portion of said memory containing the item is located on said supplier device; and
wherein said processor is operable to facilitate peer to peer transfer of the item from said supplier device to the clients that order the item.

80. (Previously presented) The apparatus of claim 60, further comprising a dynamic pricing system that incorporates said processor.

81. (Original) The apparatus of claim 80, wherein said dynamic pricing system includes:

one or more database servers including one or more databases that contain information about the item;

one or more navigation servers operatively coupled to said database servers;

at least one connection server operatively couple to said navigation servers, said connection server being operable to direct requests from the clients to the navigation servers; and

a load balancing server operatively coupled to said connection server, said navigation servers and said database servers, said load balancing server being operable to facilitate load balancing on said connection server, said navigation servers and said database servers.

82. (Original) The apparatus of claim 81, further comprising one or more file servers in which the item is stored, said file servers being operatively coupled to said navigation servers and said database servers.

83. (Original) The apparatus of claim 82, wherein said file servers are incorporated into said dynamic pricing system.

84. (Original) The apparatus of claim 82, further comprising:
one or more supplier devices operatively coupled to said dynamic pricing system over the network; and
wherein at least one of said file servers includes at least one of said supplier devices.

85. (Original) The apparatus of claim 82, wherein said file servers include:
a home file server on which the item is stored;
a second file server operatively coupled to said home file server; and
wherein said home file server is operable to transfer a copy of the item to said second file server when demand for the item is high, said home file server being operable to remove the copy of the item from said second file server when demand for the item is low.

86. (Original) The apparatus of claim 82, wherein said file servers are organized by content type.

87. (Previously presented) The apparatus of claim 81, wherein:
the information on said database servers includes the pricing of the item.

88. (Previously presented) An apparatus, comprising:
memory containing at least one item;

a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;

a dynamic pricing system that incorporates said processor;

wherein said dynamic pricing system includes:

one or more database servers including one or more databases that contain information about the item;

one or more navigation servers operatively coupled to said database servers;

at least one connection server operatively couple to said navigation servers, said connection server being operable to direct requests from the clients to the navigation servers;

a load balancing server operatively coupled to said connection server, said navigation servers and said database servers, said load balancing server being operable to facilitate load balancing on said connection server, said navigation servers and said database servers;

wherein the information on said database servers includes the pricing of the item; and

wherein said database servers are operable to adjust the pricing of the item based on time between purchases of the item.

89. (Previously presented) The apparatus of claim 60, wherein:

said processor is operable to identify one or more of the clients that order the item as members of an institution; and

said processor is operable to compensate the institution based on the orders received from the members.

90. (Previously presented) The apparatus of claim 60, wherein said memory includes a plurality of file servers, said file servers including:

a home file server on which the item is stored;
a second file server operatively coupled to said home file server; and
wherein said home file server is operable to transfer a copy of the item to said second file server when demand for the item is high, said home file server being operable to remove the copy of the item from said second file server when demand for the item is low.

91. (Previously presented) The apparatus of claim 60, wherein:
said processor is operable to receive the item from a content supplier over the network; and
said processor is operable to compensate the content supplier for purchases of the item.

Claims 92-93 (Cancelled).

94. (Previously presented) The apparatus of claim 60, further comprising the clients.

Claim 95 (Cancelled)

96. (Previously presented) The apparatus of claim 60, wherein the media content includes music.

Claims 97-109 (Cancelled)

110. (Previously presented) The method of claim 9, wherein the item includes music.

- 111. (Previously presented) The method of claim 9, wherein the item includes text.
- 112. (Previously presented) The method of claim 9, where the item includes a video content.
- 113. (Previously presented) The method of claim 9, wherein the item includes a picture.
- 114. (Previously presented) The method of claim 9, wherein the item includes software.
- 115. (Previously presented) The method of claim 9, wherein the item is selected from a group consisting of goods and services.
- 116. (Previously presented) The method of claim 11, wherein the item includes music.
- 117. (Previously presented) The method of claim 11, wherein the first price is an initial price.
- 118. (Previously presented) The method of claim 117, further comprising receiving the initial price from a supplier of the item over the network.
- 119. (Previously presented) The method of claim 117, further comprising setting the initial price with the processor based on historical data for the item.
- 120. (Previously presented) The method of claim 11, further comprising:

wherein the clients that ordered the item at the first price include a first client;
and

debiting at least the first price from an account of the first client with the
processor.

121. (Previously presented) The method of claim 120, further comprising:
registering the first client;
receiving one or more deposits from the first client; and
crediting the deposits to the account of the first client with the processor before
said debiting.

122. (Previously presented) The method of claim 121, wherein said
receiving the deposits includes receiving payment from the first client over the
network.

123. (Previously presented) The method of claim 122, wherein said
receiving the deposits includes receiving payment through a third party.

124. (Previously presented) The method of claim 11, wherein said
delivering the item includes transmitting the item from a content supplier device for
the item to the clients that ordered the item at the first price.

125. (Previously presented) The method of claim 11, further comprising:
wherein the clients that ordered the item at the first price include a first client;
wherein the network includes an institutional network operated by an
institution and the first client is operatively coupled to the processor through the
institutional network;

identifying the first client as a member of the institution with the processor;
and

compensating the institution for the order of the item at the first price from the first client.

126. (Previously presented) The method of claim 125, wherein the institution includes an educational institution.

127. (Previously presented) The method of claim 126, wherein said compensating includes funding a scholarship at the educational institution.

128. (Previously presented) The method of claim 127, further comprising registering the institution with the processor.

129. (Previously presented) The method of claim 125, further comprising:
receiving an identifier from the first client; and
wherein said identifying includes matching the identifier from the first client with the institution.

130. (Previously presented) The method of claim 129, wherein the identifier includes an email address.

131. (Previously presented) The method of claim 130, wherein the identifier includes a network address.

132. (Previously presented) The method of claim 11, wherein said delivering the item includes transmitting the item from the processor to the clients that ordered the item at the first price over the network.

133. (Previously presented) The method of claim 11, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the clients that ordered the item at the first price.

134. (Previously presented) The method of claim 13, wherein the item includes music.

135. (Previously presented) The method of claim 13, wherein the first price is an initial price.

136. (Previously presented) The method of claim 135, further comprising receiving the initial price from a supplier of the item over the network.

137. (Previously presented) The method of claim 135, further comprising setting the initial price with the processor based on historical data for the item.

138. (Previously presented) The method of claim 13, further comprising: wherein the clients that ordered the item at the first price include a first client; and
debiting at least the first price from an account of the first client with the processor.

139. (Previously presented) The method of claim 13, wherein said delivering the item includes transmitting the item from the processor to the clients that ordered the item at the first price over the network.

140. (Previously presented) The method of claim 13, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the clients that ordered the item at the first price.

141. (Previously presented) The method of claim 13, wherein said delivering includes physically transporting the item to the client.

142. (Previously presented) The method of claim 13, further comprising:
wherein the clients that ordered the item at the first price include a first client;
wherein the network includes an institutional network operated by an institution and the first client is operatively coupled to the processor through the institutional network;

identifying the first client as a member of the institution with the processor;
and

compensating the institution for the order of the item at the first price from the first client.

143. (Previously presented) The method of claim 19, wherein the item includes music.

144. (Previously presented) The method of claim 19, wherein the first price is an initial price.

145. (Previously presented) The method of claim 144, further comprising receiving the initial price from a supplier of the item over the network.

146. (Previously presented) The method of claim 144, further comprising setting the initial price with the processor based on historical data for the item.

147. (Previously presented) The method of claim 19, further comprising:
wherein the clients that ordered the item at the first price include a first client;
and

debiting at least the first price from an account of the first client with the processor.

148. (Previously presented) The method of claim 19, wherein said delivering the item includes transmitting the item from the processor to the clients that ordered the item at the first price over the network.

149. (Previously presented) The method of claim 19, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the clients that ordered the item at the first price.

150. (Previously presented) The method of claim 19, wherein said delivering includes physically transporting the item to the client.

151. (Previously presented) The method of claim 19, further comprising:
wherein the clients that ordered the item at the first price include a first client;
wherein the network includes an institutional network operated by an institution and the first client is operatively coupled to the processor through the institutional network;
identifying the first client as a member of the institution with the processor;
and
compensating the institution for the order of the item at the first price from the first client.

152. (Previously presented) The method of claim 20, wherein the item includes music.

153. (Previously presented) The method of claim 20, wherein the first price is an initial price.

154. (Previously presented) The method of claim 153, further comprising receiving the initial price from a supplier of the item over the network.

155. (Previously presented) The method of claim 153, further comprising setting the initial price with the processor based on historical data for the item.

156. (Previously presented) The method of claim 20, further comprising: receiving a minimum price for the item from a supplier of the item; and wherein said pricing includes setting the second price of the item to the minimum price for the item.

157. (Previously presented) The method of claim 20, further comprising: wherein the clients that ordered the item at the first price include a first client; and debiting at least the first price from an account of the first client with the processor.

158. (Previously presented) The method of claim 20, wherein said delivering the item includes transmitting the item from the processor to the clients that ordered the item at the first price over the network.

159. (Previously presented) The method of claim 20, wherein said delivering the item includes transmitting the item from a content supplier device for the item to the clients that ordered the item at the first price.

160. (Previously presented) The method of claim 20, wherein said delivering includes physically transporting the item to the client.

161. (Previously presented) The method of claim 20, further comprising:
wherein the clients that ordered the item at the first price include a first client;
wherein the network includes an institutional network operated by an
institution and the first client is operatively coupled to the processor through the
institutional network;

identifying the first client as a member of the institution with the processor;
and

compensating the institution for the order of the item at the first price from the
first client.

162. (Previously presented) The apparatus of claim 60, wherein said
processor is operable to adjust the pricing of the item based at least on demand for the
item.

163. (Previously presented) The apparatus of claim 88, wherein said
processor is operable to increase the pricing of the item when the time between
purchases decreases.

164. (Previously presented) The apparatus of claim 88, wherein said
processor is operable to decrease the pricing of the item when the time between
purchases increases.

165. (Previously presented) The apparatus of claim 88, further comprising
one or more file servers in which the item is stored, said file servers being operatively
coupled to said navigation servers and said database servers.

166. (Previously presented) The apparatus of claim 88, wherein said file
servers are incorporated into said dynamic pricing system.

167. (Previously presented) The apparatus of claim 166, further comprising:
one or more supplier devices operatively coupled to said dynamic pricing
system over the network; and
wherein at least one of said file servers includes at least one of said supplier
devices.

168. (Previously presented) The apparatus of claim 166, wherein said file
servers include:
a home file server on which the item is stored;
a second file server operatively coupled to said home file server; and
wherein said home file server is operable to transfer a copy of the item
to said second file server when demand for the item is high, said home file server
being operable to remove the copy of the item from said second file server when
demand for the item is low.

169. (Previously presented) The apparatus of claim 88, wherein the item
includes media content.

170. (Previously presented) The apparatus of claim 169, wherein the media
content includes music.

171. (Previously presented) An apparatus, comprising:
memory containing at least one item;
a processor operatively coupled to said memory and responsive to input over a
network from one or more clients, said processor being operable to dynamically adjust
pricing of the item, said processor being operable to deliver the item from memory to
the clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by
comparing profits generated by the item at different price levels;

a supplier device operatively coupled to said processor, wherein at least a portion of said memory containing the item is located on said supplier device; and
wherein said processor is operable to facilitate peer to peer transfer of the item from said supplier device to the clients that order the item.

172. (Previously presented) An apparatus, comprising:
memory containing at least one item;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels;
wherein said processor is operable to receive the item from a content supplier over the network; and
wherein said processor is operable to compensate the content supplier for purchases of the item.

173. (New) The apparatus of claim 171, wherein the item includes media content.

174. (New) The apparatus of claim 172, wherein the item includes media content.

175. (New) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust

pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;

wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels; and

a dynamic pricing system that incorporates said processor, wherein said dynamic pricing system includes

one or more database servers including one or more databases that contain information about the item,

one or more navigation servers operatively coupled to said database servers,

at least one connection server operatively couple to said navigation servers, said connection server being operable to direct requests from the clients to the navigation servers, and

a load balancing server operatively coupled to said connection server, said navigation servers and said database servers, said load balancing server being operable to facilitate load balancing on said connection server, said navigation servers and said database servers.

176. (New) The apparatus of claim 175, further comprising one or more file servers in which the item is stored, said file servers being operatively coupled to said navigation servers and said database servers.

177. (New) The apparatus of claim 176, wherein said file servers are incorporated into said dynamic pricing system.

178. (New) The apparatus of claim 176, further comprising:
one or more supplier devices operatively coupled to said dynamic pricing system over the network; and

wherein at least one of said file servers includes at least one of said supplier devices.

179. (New) The apparatus of claim 176, wherein said file servers include:
a home file server on which the item is stored;
a second file server operatively coupled to said home file server; and
wherein said home file server is operable to transfer a copy of the item to said second file server when demand for the item is high, said home file server being operable to remove the copy of the item from said second file server when demand for the item is low.

180. (New) The apparatus of claim 176, wherein said file servers are organized by content type.

181. (New) The apparatus of claim 175, wherein:
the information on said database servers includes the pricing of the item.

182. (New) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels
wherein said processor is operable to identify one or more of the clients that order the item as members of an institution; and
wherein said processor is operable to compensate the institution based on the orders received from the members.

183. (New) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels; and
wherein said memory includes a plurality of file servers, said file servers including
a home file server on which the item is stored,
a second file server operatively coupled to said home file server, and
wherein said home file server is operable to transfer a copy of the item to said second file server when demand for the item is high, said home file server being operable to remove the copy of the item from said second file server when demand for the item is low.

184. (New) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels; and
the clients.

185. (New) An apparatus, comprising:
memory containing at least one item, wherein the item includes media content;
a processor operatively coupled to said memory and responsive to input over a network from one or more clients, said processor being operable to dynamically adjust pricing of the item, said processor being operable to deliver the item from memory to the clients that order the item at a dynamically adjusted price;
wherein said processor is operable to adjust the pricing of the item by comparing profits generated by the item at different price levels; and
wherein the media content includes music.